RITE AID/R.J. REYNOLDS TOBACCO COMPANY
RETAIL PARTNERS EXPECTATIONS

TO ENSURE COUNTER DISPLAY PAYMENTS ARE MAXIMIZED IN OUR ACCOUNTS, A REVIEW OF COMPLIANCE EXPECTATIONS IS LISTED BELOW. R.J. REYNOLDS HAS EXPRESSED A CONCERN OVER THE FOLLOWING ISSUES AND I AM GIVING MY FULL SUPPORT. FAILURE TO MAINTAIN THE DISPLAYS AS DESCRIBED WILL RESULT IN NON-PAYMENT FROM RJR.

OUR EXPECTATIONS

PROPERLY FILLING DISPLAYS

THIS IS THE GREATEST CONCERN FROM RJR. THE EXACT BRAND STYLE TAGGED ON THE DISPLAY MUST BE MAINTAINED. IF YOU RUN OUT OF STOCK ON A DISPLAY ITEM, DO NOT FILL THE DISPLAY WITH ANOTHER ITEM. YOU SHOULD ENSURE THAT ADEQUATE INVENTORY OF DISPLAYED BRANDS IS MAINTAINED AS THESE ARE THE BEST SELLING BRANDS. RJR REPRESENTATIVES HAVE ATTENDED SEMINARS ON INVENTORY CONTROL. CONTACT YOUR RJR REPRESENTATIVE WITH ASSISTANCE REGARDING INVENTORY AND BUILD TO QUANTITIES.

DISPLAY OBSTRUCTION

CIGARETTE DISPLAYS SHOULD NOT BE BLOCKED BY IMPULSE ITEMS, CHANGE MAKERS, FLOWERS, PAPER BAGS, TEMPORARY DISPLAYS, OR OTHER ITEMS. PLEASE ENSURE YOUR COUNTER DISPLAY IS UNOBSTRUCTED AT ALL TIMES.

DISPLAY APPEARANCE/SIZE

YOUR STORE PERSONNEL OR ANY OTHER CIGARETTE MANUFACTURER REPS ARE NOT ALLOWED TO DEFACE EITHER THE RJR FULL PRICE OR SAVINGS DISPLAYS. THIS MEANS NO REMOVAL OF THE NUMBER OF BRAND FACINGS OR THE ADVERTISING HEADER. FULL PRICE DISPLAY 24 FACINGS DORAL/SAVINGS MINIMUM 18 FACINGS. ALLOWING THIS TO HAPPEN WILL RESULT IN AN IMMEDIATE DEDUCTION OF PAYMENT.

IMPROPER LOCATION

PLAN-O-GRAMS OF YOUR CIGARETTE DISPLAY LOCATIONS ARE AVAILABLE. DO NOT MOVE DISPLAYS WITHOUT COMMUNICATING THIS TO THE OFFICE. IMPROPER LOCATION OF CIGARETTE DISPLAYS WILL RESULT IN AN IMMEDIATE DEDUCTION OF PAYMENT.

R.J. REYNOLDS EXPECTATIONS

DISPLAY TAGS

RJR WILL TAG ALL CIGARETTE DISPLAYS TO SHOW THE PROPER BRAND STYLES THAT SHOULD BE MAINTAINED. RJR WANTS THE EXACT BRAND STYLE TAGGED TO BE MAINTAIN - NOT SIMPLY ANY BRAND IN THE FAMILY.

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DISPLAY ADVERTISING

RJR WILL PLACE AND MAINTAIN ADVERTISING ON ALL DISPLAYS. DO NOT PLACE NON-RJR SUPPLIED ADVERTISING ON COUNTER DISPLAYS. RJR WILL CHANGE ADVERTISING ON A PERIODIC BASIS.

PLAN-O-GRAMS

YOUR RJR REPRESENTATIVE WILL ALSO MAINTAIN A PLAN-O-GRAM OF DISPLAY LOCATIONS. PLEASE REVIEW THIS WITH YOUR REPRESENTATIVE IF THERE ARE ANY QUESTIONS AS TO DISPLAY LOCATIONS.

COMPLIANCE PROCEDURES

1ST OFFENSE: YOUR RJR REPRESENTATIVE WILL RESOLVE THE NON-COMPLIANCE SITUATION, DISCUSS IT WITH THE STORE MANAGER, AND ISSUE A WARNING.

2ND OFFENSE: YOUR RJR REPRESENTATIVE WILL DISCUSS THE NON-COMPLIANCE SITUATION AND ACTIONS THAT NEED TO TAKE PLACE. UNLESS THERE ARE EXTENUATING CIRCUMSTANCES, A DELETION OF THAT MONTH'S PAYMENT WILL OCCUR.

RJR WANTS TO MAKE PAYMENTS ON THEIR DISPLAY PROGRAMS. THEY SIMPLY WANT TO GROW THEIR BUSINESS AS RITE AID WANTS TO INCREASE SALES & PROFITS. QUESTIONS, COMMENTS, OR CONCERNS ON THESE ISSUES MAY BE DIRECTED TO MYSELF OR THE RJR MANAGER LISTED BELOW.

YOUR ASSISTANCE IS GREATLY APPRECIATED.

SINCERELY,

RITE AID

CURT MOSER
RJR MANAGER

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